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**BEFORE THE PUBLIC UTILITIES COMMISSION OF THE  
STATE OF CALIFORNIA**

Application Of Southern California Edison  
Company (U 338-E) For Approval Of Its Charge  
Ready and Market Education Programs.

Application 14-10-014  
(Filed October 30, 2014)

**SOUTHERN CALIFORNIA EDISON COMPANY'S (U 338-E) PROOF OF  
COMPLIANCE WITH RULE 13.1 OF THE COMMISSION'S RULES OF PRACTICE  
AND PROCEDURE**

JANET S. COMBS  
ANDREA L. TOZER

Attorneys for  
SOUTHERN CALIFORNIA EDISON COMPANY

2244 Walnut Grove Avenue  
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Rosemead, California 91770  
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Dated: **June 29, 2015**

**BEFORE THE PUBLIC UTILITIES COMMISSION OF THE  
STATE OF CALIFORNIA**

Application Of Southern California Edison  
Company (U 338-E) For Approval Of Its Charge  
Ready and Market Education Programs.

Application 14-10-014  
(Filed October 30, 2014)

**SOUTHERN CALIFORNIA EDISON COMPANY'S (U 338-E) PROOF OF  
COMPLIANCE WITH RULE 13.1 OF THE COMMISSION'S RULES OF PRACTICE  
AND PROCEDURE**

Pursuant to Rule 13.1 of the Rules of Practice and Procedure of the California Public Utilities Commission (Commission or CPUC), Southern California Edison Company (SCE) hereby submits its Proof of Compliance with Rule 13.1(b)'s notice requirements regarding the Evidentiary Hearings scheduled for June 22-26, 2015, in Phase 1 of this proceeding. Rule 13.1(b) requires that when a utility files an application to increase rates and hearings are scheduled, notice of the hearings is to be posted in public places and published in newspapers of general circulation in the areas in which the increase is proposed to be made effective. Proof of publication and sample copies of the notices appearing in the newspapers are to be filed within 10 days after publication.

Pursuant to Rule 13.1(b), notice of the hearings is to be published no more than 30 nor less than five days prior to the first day of the hearing. SCE notes that, due to their publication schedules, several newspaper within SCE's service territory were unable to meet this deadline and published the notice of hearings four days before the first day of hearings in this proceeding (on June 18, 2015), and one newspaper (the *Catalina Islander*) was unable to publish the notice until three days before the first day of hearings in this proceeding (on June 19, 2015). The other

newspapers within SCE's service territory did timely publish the notice of hearings (on June 17, 2015). The newspaper publication Schedule is provided in Exhibit A, Attachment 2, hereto.

The following exhibits are attached in support of this Proof of Compliance:

1. Exhibit A: Declaration of SCE employee Marisa George dated June 29, 2015, in support of proof of the newspaper publication of the Notice of Evidentiary Hearings in Phase 1 of SCE's Charge Ready and Market Education Programs Application Proceeding, A.14-10-014, in accordance with Rule 13.1(b). The following documents are attached to this Declaration as required by Rule 13.1(b): (1) Sample of the Notice provided to Newspapers for publication; and (2) Newspaper Publication Schedule.
2. Exhibit B: Declaration of SCE employee Marisa George dated June 29, 2015, in support of proof of posting the Notice of Evidentiary Hearings in Phase 1 of SCE's Charge Ready and Market Education Programs Application Proceeding, A.14-10-014, on [www.sce.com/notices](http://www.sce.com/notices). A sample of the Notice as posted on [www.sce.com/notices](http://www.sce.com/notices) is attached to this Declaration.
3. Exhibit C: Declaration of SCE employee Victoria May dated June 29, 2015, in support of proof of the posting of the Notice of Evidentiary Hearings in Phase 1 of SCE's Charge Ready and Market Education Programs Application Proceeding, A.14-10-014, in SCE local business offices. A sample of the Notice as posted in SCE local business offices is attached to this Declaration.

Respectfully submitted,

JANET S. COMBS  
ANDREA L. TOZER

*/s/ Andrea L. Tozer*

By: Andrea L. Tozer

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Attorneys for  
SOUTHERN CALIFORNIA EDISON COMPANY

2244 Walnut Grove Avenue  
Post Office Box 800  
Rosemead, California 91770  
Telephone: (626) 302-6713  
Facsimile: (626) 302-7740  
E-mail: [Andrea.Tozer@sce.com](mailto:Andrea.Tozer@sce.com)

DATE: June 29, 2015

**Exhibit A**

**DECLARATION OF MARISA GEORGE DATED JUNE 29, 2015**

**BEFORE THE PUBLIC UTILITIES COMMISSION OF THE  
STATE OF CALIFORNIA**

Application Of Southern California Edison  
Company (U 338-E) For Approval Of Its Charge  
Ready and Market Education Programs.

Application 14-10-014  
(Filed October 30, 2014)

**DECLARATION OF MARISA A. GEORGE**

I, Marisa A. George, declare as follows:

1. I am employed by Southern California Edison Company (SCE) as a Communications Specialist, and work in SCE's Corporate Communications Department.
2. In that capacity, I am responsible for SCE's compliance with the newspaper publication portion of the public notice requirements contained in Rule 13.1(b) of the California Public Utilities Commission's Rules of Practice and Procedure.
3. On or about June 12, 2015, I directed SCE's vendor, the Daily Journal Corporation, California Newspaper Service Bureau, to publish the Notice of Evidentiary Hearings in Phase 1 of SCE's Charge Ready and Market Education Programs Application Proceeding, A.14-10-014, in newspapers within SCE's service territory. A sample of the Notice as published in the newspapers is attached hereto as "Attachment 1."
4. I subsequently received confirmation from the Daily Journal Corporation, California Newspaper Service Bureau, that the newspapers ran the notice in

accordance with the Newspaper Publication Schedule. The Newspaper Publication Schedule is attached hereto as “Attachment 2.”

5. Additionally, I subsequently received the sworn affidavits of publication from each newspaper that ran the notice in accordance with the attached Newspaper Publication Schedule. SCE will maintain the original affidavits of publication provided by each newspaper, and shall make them available to any person upon request.
6. I declare under penalty of perjury that the foregoing is true.

Executed on June 29, 2015, in Rosemead, California.

/s/ Marisa George  
By: Marisa A. George

**Attachment 1**

**SAMPLE OF NOTICE AS PUBLISHED IN NEWSPAPERS**



Los usuarios con acceso al Internet podrán leer y descargar esta notificación en español en el sitio Web de SCE [www.sce.com/avisos](http://www.sce.com/avisos) o escriba a:

Southern California Edison Company  
P.O. Box 800  
2244 Walnut Grove Avenue Rosemead, CA 91770  
Atención: Comunicaciones Corporativas

**NOTICE OF EVIDENTIARY HEARINGS REGARDING THE PILOT PHASE OF SOUTHERN CALIFORNIA EDISON COMPANY'S PROPOSAL FOR CHARGE READY AND MARKET EDUCATION PROGRAMS**

**APPLICATION (A.) 14-10-014**

**PROPOSAL TO INCREASE ELECTRIC RATES**  
Monday, June 22, 2015, through Friday, June 26, 2015  
10:00 A.M.

CPUC Hearing Room, 605 Van Ness Avenue  
San Francisco, CA 94102

The California Public Utilities Commission (CPUC) is currently reviewing Southern California Edison Company's (SCE) request to increase rates for issues related to the pilot phase of its Charge Ready and Market Education Programs. Evidentiary Hearings (EHs) are scheduled for the dates, times, and location shown above.

Any changes to the dates, times, and locations of the EHs will be posted to the CPUC's Daily Calendar, which is accessible on the CPUC website at [www.cpuc.ca.gov](http://www.cpuc.ca.gov). The hearing location is wheelchair accessible. Any participant needing a language or Sign interpreter, or other special assistance, should contact the CPUC's Public Advisor's Office (PAO) at the address listed at the bottom of this notice at least five days in advance of the hearing date.

**INFORMATION ABOUT SCE'S PROPOSAL**

On October 30, 2014, SCE submitted an application to the CPUC for approval of its proposed Charge Ready and Market Education Programs, which includes a pilot phase (Phase 1). If this pilot phase is approved, SCE will recover the program costs through electric rates. SCE's estimate of the total cost of this pilot phase is \$22 million in 2015, which will result in a 0.03% system wide average rate increase compared to August 2014 rates.

Through this proposed program, SCE will encourage business customers to add charging stations to their property by providing the supporting electric infrastructure needed. SCE will offer customers a rebate for purchasing the charging stations. SCE will own and maintain the supporting electrical infrastructure. Customers will choose, own, operate, and maintain the charging stations. SCE's proposed Charge Ready program aims to support the deployment of charging installations efficiently by factoring in the location, design and construction costs to maintain reasonable fees.

In this application, SCE is proposing to implement a two-phase Charge Ready program and an electric vehicle (EV) Market Education campaign. Phase 1 would be a one-year pilot to deploy up to 1,500 charging stations, and would also include an introductory market education program. Phase 2 would include deployment of additional charging stations to bring the total up to 30,000 over five years, and expand the market education and outreach campaign.

SCE's proposed Charge Ready program is integral to developing the charging infrastructure required to increase EV usage to help meet California's greenhouse gas (GHG), climate, air quality and petroleum reduction goals and objectives by 2020. The Charge Ready program will expand the EV charging infrastructure and aims to improve customer awareness.

**EVIDENTIARY HEARINGS**

At these EHs the assigned Administrative Law Judge (Judge) will receive the testimony of representatives from SCE, as well as consumer advocacy groups, and all other parties to this proceeding. These hearings are open to the public, but only those who are parties to the proceeding may present evidence, testimony, and be subject to cross-examination. The hearings and documents submitted during the proceeding become part of the formal record that the Judge relies upon in writing a proposed decision to present to the Commissioners for their consideration.

After considering all proposals and evidence presented during the formal hearing process, the assigned Judge will issue a proposed decision which may adopt SCE's proposal, modify it, or deny it. Any CPUC Commissioner may sponsor an alternate decision. The proposed decision, and any alternate decisions, will be discussed and voted upon at a scheduled CPUC Voting Meeting.

As a party of record, the Office of Ratepayer Advocates (ORA) has reviewed SCE's Application. ORA is the independent consumer advocate within the CPUC with a legislative mandate to represent investor-owned utility customers to obtain the lowest possible rate for service consistent with reliable and safe service levels. ORA has a multi-disciplinary staff with expertise in economics, finance, accounting and engineering. Other parties of record will also participate in the CPUC's proceeding to consider this application. For more information about ORA, please call (415) 703-1584, e-mail [ora@cpuc.ca.gov](mailto:ora@cpuc.ca.gov), or visit ORA's website at [www.ora.ca.gov](http://www.ora.ca.gov).

**FOR FURTHER INFORMATION FROM SCE**

You may review a copy of this application and related exhibits at SCE's corporate headquarters (2244 Walnut Grove Avenue, Rosemead, CA 91770). You may also view these materials at the following SCE business offices:

1 Pebbly Beach Rd. Avalon, CA 90704	1820 Rimrock Rd. Barstow, CA 92311	374 Lagoon St. Bishop, CA 93514
505 W. 14 <sup>th</sup> Ave. Blythe, CA 92225	3001 Chateau Rd. Mammoth Lakes, CA 93546	510 S. China Lake Blvd. Ridgecrest, CA 93555
26384 Pine Ave. Rimforest, CA 92378	41694 Dinkey Creek Rd. Shaver Lake, CA 93664	421 W. J St. Tehachapi, CA 93561
120 Woodland Dr. Wofford Heights, CA 93285	6999 Old Woman Springs Rd. Yucca Valley, CA 92284	

Customers with Internet access may view and download SCE's application and related exhibits on SCE's website, [www.sce.com/applications](http://www.sce.com/applications) (type "A.14-10-014" into the Search box and click "Go"). Anyone who would like to obtain more information about the application, please write to:

Southern California Edison Company  
SCE's Charge Ready Application (A.14-10-014)  
P.O. Box 800  
2244 Walnut Grove Avenue  
Rosemead, CA 91770  
Attention: Law Dept. – Case Administration

**STAY INFORMED**

If you would like to follow this proceeding, or any other issue before the CPUC, you may use the CPUC's free subscription service. Sign up at: <http://subscribe.cpuc.ca.gov/>.

If you would like to learn how you can participate in the proceeding, or if you have informal comments or questions about the CPUC processes, you may access the CPUC's PAO webpage at [www.cpuc.ca.gov/pao](http://www.cpuc.ca.gov/pao) and click on "Public Advisor" from the CPUC Information Menu. You may also contact the PAO as follows:

Write: CPUC Public Advisor's Office, Room 2103  
505 Van Ness Avenue  
San Francisco, CA 94102

Email: [public.advisor@cpuc.ca.gov](mailto:public.advisor@cpuc.ca.gov)

Phone: 1-866-849-8390 (toll-free) or 1-415-703-2074  
TTY: 1-866-836-7825 (toll-free) or 1-415-703-5282

Please reference SCE Application No. A.14-10-014 in any communications you have with the CPUC regarding this matter. All public comments will become part of the public correspondence file for this proceeding and made available for review by the assigned Judge, the Commissioners, and appropriate CPUC staff.

**Attachment 2**  
**NEWSPAPER PUBLICATION SCHEDULE**

**ADVERTISING CONFIRMATION  
SCE APPLICATION A.14-06-014**

**SCE Order Number: 2639498**

Type of Notice : RAN - RATE ADJUSTMENT NOTICE  
Ad Description : APPLICATION (A.) 14-10-014/PROPOSAL TO INCREASE  
ELECTRIC RATES  
Newspaper : THE BAKERSFIELD CALIFORNIAN  
Publication : 6/17/2015  
Date

Type of Notice : RAN - RATE ADJUSTMENT NOTICE  
Ad Description : APPLICATION (A.) 14-10-014/PROPOSAL TO INCREASE  
ELECTRIC RATES  
Newspaper : AVALON BAY NEWS  
Publication : 6/18/2015  
Date

Type of Notice : RAN - RATE ADJUSTMENT NOTICE  
Ad Description : APPLICATION (A.) 14-10-014/PROPOSAL TO INCREASE  
ELECTRIC RATES  
Newspaper : IMPERIAL VALLEY PRESS  
Publication : 6/18/2015  
Date

Type of Notice : RAN - RATE ADJUSTMENT NOTICE  
Ad Description : APPLICATION (A.) 14-10-014/PROPOSAL TO INCREASE  
ELECTRIC RATES  
Newspaper : THE FRESNO BEE  
Publication : 6/18/2015  
Date

Type of Notice : RAN - RATE ADJUSTMENT NOTICE  
Ad Description : APPLICATION (A.) 14-10-014/PROPOSAL TO INCREASE  
ELECTRIC RATES  
Newspaper : HANFORD SENTINEL  
Publication : 6/17/2015  
Date

Type of Notice : RAN - RATE ADJUSTMENT NOTICE  
Ad Description : APPLICATION (A.) 14-10-014/PROPOSAL TO INCREASE  
ELECTRIC RATES  
Newspaper : L.A.TIMES-FULL RUN  
Publication : 6/17/2015  
Date

Type of Notice : RAN - RATE ADJUSTMENT NOTICE  
Ad Description : APPLICATION (A.) 14-10-014/PROPOSAL TO INCREASE  
ELECTRIC RATES  
Newspaper : MADERA TRIBUNE  
Publication : 6/17/2015  
Date

Type of Notice : RAN - RATE ADJUSTMENT NOTICE  
Ad Description : APPLICATION (A.) 14-10-014/PROPOSAL TO INCREASE  
ELECTRIC RATES  
Newspaper : MAMMOTH TIMES  
Publication : 6/18/2015  
Date

Type of Notice : RAN - RATE ADJUSTMENT NOTICE  
Ad Description : APPLICATION (A.) 14-10-014/PROPOSAL TO INCREASE  
ELECTRIC RATES  
Newspaper : THE ORANGE COUNTY REGISTER  
Publication : 6/17/2015  
Date

Type of Notice : RAN - RATE ADJUSTMENT NOTICE  
Ad Description : APPLICATION (A.) 14-10-014/PROPOSAL TO INCREASE  
ELECTRIC RATES  
Newspaper : PRESS-ENTERPRISE  
Publication : 6/18/2015  
Date

Type of Notice : RAN - RATE ADJUSTMENT NOTICE  
Ad Description : APPLICATION (A.) 14-10-014/PROPOSAL TO INCREASE  
ELECTRIC RATES  
Newspaper : SAN BERNARDINO COUNTY SUN  
Publication : 6/17/2015  
Date

Type of Notice : RAN - RATE ADJUSTMENT NOTICE  
Ad Description : APPLICATION (A.) 14-10-014/PROPOSAL TO INCREASE  
ELECTRIC RATES  
Newspaper : SANTA BARBARA NEWS-PRESS  
Publication : 6/18/2015  
Date

Type of Notice : RAN - RATE ADJUSTMENT NOTICE  
Ad Description : APPLICATION (A.) 14-10-014/PROPOSAL TO INCREASE  
ELECTRIC RATES  
Newspaper : THE UNION DEMOCRAT  
Publication : 6/17/2015  
Date

Type of Notice : RAN - RATE ADJUSTMENT NOTICE  
Ad Description : APPLICATION (A.) 14-10-014/PROPOSAL TO INCREASE  
ELECTRIC RATES  
Newspaper : VENTURA COUNTY STAR  
Publication : 6/18/2015  
Date

Type of Notice : RAN - RATE ADJUSTMENT NOTICE  
Ad Description : APPLICATION (A.) 14-10-014/PROPOSAL TO INCREASE  
ELECTRIC RATES  
Newspaper : VISALIA TIMES-DELTA  
Publication : 6/18/2015  
Date

Type of Notice : RAN - RATE ADJUSTMENT NOTICE  
Ad Description : APPLICATION (A.) 14-10-014/PROPOSAL TO INCREASE  
ELECTRIC RATES  
Newspaper : INYO REGISTER  
Publication : 6/18/2015  
Date

Type of Notice : RAN - RATE ADJUSTMENT NOTICE  
Ad Description : APPLICATION (A.) 14-10-014/PROPOSAL TO INCREASE  
ELECTRIC RATES  
Newspaper : LONG BEACH PRESS TELEGRAM  
Publication : 6/18/2015  
Date

Type of Notice : RAN - RATE ADJUSTMENT NOTICE  
Ad Description : APPLICATION (A.) 14-10-014/PROPOSAL TO INCREASE  
ELECTRIC RATES  
Newspaper : THE CATALINA ISLANDER  
Publication : 6/19/2015  
Date

**Exhibit B**

**DECLARATION OF MARISA GEORGE DATED JUNE 29, 2015**

**BEFORE THE PUBLIC UTILITIES COMMISSION OF THE  
STATE OF CALIFORNIA**

Application Of Southern California Edison  
Company (U 338-E) For Approval Of Its Charge  
Ready and Market Education Programs.

Application 14-10-014  
(Filed October 30, 2014)

**DECLARATION OF MARISA A. GEORGE**

I, Marisa A. George, declare as follows:

1. I am employed by Southern California Edison Company (SCE) as a Communications Specialist, and work in SCE's Corporate Communications Department.
2. In that capacity, I am responsible for SCE's compliance with the portion of the public notice requirements dealing with electronically posting the notice of evidentiary hearings to SCE's website.
3. On or about June 12, 2015, I directed SCE's Notice of Evidentiary Hearings in Phase 1 of SCE's Charge Ready and Market Education Programs Application Proceeding, A.14-10-014, be posted to [www.sce.com/notices](http://www.sce.com/notices).
4. A sample of the Notice as it appeared on [www.sce.com/notices](http://www.sce.com/notices) is attached hereto as "Attachment 1."
5. I declare under penalty of perjury that the foregoing is true.

Executed on June 29, 2015, in Rosemead, California.

/s/ Marisa A. George  
By: Marisa A. George

**Attachment 1**

**SAMPLE OF NOTICE AS POSTED ON [www.sce.com/notices](http://www.sce.com/notices)**



Los usuarios con acceso al Internet podrán leer y descargar esta notificación en español en el sitio Web de SCE [www.sce.com/avisos](http://www.sce.com/avisos) o escriba a:

Southern California Edison Company  
P.O. Box 800  
2244 Walnut Grove Avenue Rosemead, CA 91770  
Atención: Comunicaciones Corporativas

**NOTICE OF EVIDENTIARY HEARINGS REGARDING SOUTHERN CALIFORNIA  
EDISON COMPANY'S APPLICATION FOR LOW-INCOME PROGRAMS  
FOR YEARS 2015-2017**

**APPLICATION (A.) 14-11-007, et al.**

**PROPOSAL AFFECTING ELECTRIC RATES**

**Wednesday, June 17, 2015, through Thursday, June 18, 2015**

**10:00 A.M.**

**CPUC Hearing Room, 505 Van Ness Avenue  
San Francisco, CA 94102**

The California Public Utilities Commission (CPUC) is currently reviewing Southern California Edison Company's (SCE) request to alter rates for issues related to Low-Income Programs for years 2015-2017. Evidentiary Hearings (EHs) are scheduled for the dates, times, and location shown above.

Any changes to the dates, times, and location of the EHs will be posted to the CPUC's Daily Calendar, which is accessible on the CPUC website at [www.cpuc.ca.gov](http://www.cpuc.ca.gov). The hearing location is wheelchair accessible. Any participant needing a language or Sign interpreter, or other special assistance, should contact the CPUC's Public Advisor's Office (PAO) at the address listed at the bottom of this notice at least five (5) days in advance of the hearing date.

**INFORMATION ABOUT SCE'S PROPOSAL**

On November 18, 2014, SCE proposed to the CPUC approval of its Energy Savings Assistance (ESA) and California Alternate Rates for Energy (CARE) programs for 2015 – 2017 and budgets for 2016-2017 (In August 2014, the CPUC approved the 2015 budget). SCE seeks funding approval of \$71.35 million for 2016 and \$71.55 million for 2017. These programs provide qualified low-income customers with discounts on their energy bills and free or low cost appliances and other devices to help lower their energy use.

If this application is approved, SCE will collect \$228.496 million in electric revenues for low income programs over the 2015-2017 period. SCE's request in this application is a \$12.563 million net decrease over the amount authorized by the CPUC for these programs for the 2012-2014 program cycle (see CPUC Decision D.12-08-044, as modified by D.14-08-030), which is an average net decrease of \$4.188 million per year.

## **BACKGROUND ON LOW INCOME PROGRAMS**

SCE offers a variety of programs and services to help income-qualified customers reduce their energy bills. The ESA Program helps low-income customers conserve energy and save money by providing free (or substantially discounted) appliances and installation of energy efficient refrigerators, air conditioners and more, as well as home efficiency solutions such as weatherization. More information on SCE's ESA Program can be found online at [www.sce.com/esap](http://www.sce.com/esap). The CARE Program helps ensure electricity is available at affordable rates to qualifying low income customers by providing at least a 30 percent discount on electricity bills. More information on SCE's CARE Program can be found online at [www.sce.com/care](http://www.sce.com/care).

## **EVIDENTIARY HEARINGS**

At these EHs the assigned Administrative Law Judge (Judge) will receive the testimony of representatives from SCE and the other utilities, as well as consumer advocacy groups, and all other parties to this proceeding. These hearings are open to the public, but only those who are parties to the proceeding may present evidence, testimony, and be subject to cross-examination. The hearings and documents submitted during the proceeding become part of the formal record that the Judge relies upon in writing a proposed decision to present to the Commissioners for their consideration.

After considering all proposals and evidence presented during the formal hearing process, the assigned Judge will issue a proposed decision which may adopt SCE's proposal, modify it, or deny it. Any CPUC Commissioner may sponsor an alternate decision. The proposed decision, and any alternate decisions, will be discussed and voted upon at a scheduled CPUC Voting Meeting.

As a party of record, the Office of Ratepayer Advocates (ORA) has reviewed SCE's Application. ORA is the independent consumer advocate within the CPUC with a legislative mandate to represent investor-owned utility customers to obtain the lowest possible rate for service consistent with reliable and safe service levels. ORA has a multi-disciplinary staff with expertise in economics, finance, accounting and engineering. Other parties of record will also participate in the CPUC's proceeding to consider this application. For more information about ORA, please call (415) 703-1584, e-mail [ora@cpuc.ca.gov](mailto:ora@cpuc.ca.gov), or visit ORA's website at [www.ora.ca.gov](http://www.ora.ca.gov).

## **FOR FUTHER INFORMATION FROM SCE**

You may review a copy of SCE's Application and related exhibits at SCE's corporate headquarters (2244 Walnut Grove Avenue, Rosemead, CA 91770). You may also view these materials at the following SCE business offices:

1 Pebbly Beach Rd.  
Avalon, CA 90704

1820 Rimrock Rd.  
Barstow, CA 92311

374 Lagoon St.  
Bishop, CA 93514

505 W. 14th Ave.  
Blythe, CA 92225

3001 Chateau Rd.  
Mammoth Lakes, CA 93546

510 S. China Lake Blvd.  
Ridgecrest, CA 93555

26364 Pine Ave.  
Rimforest, CA 92378

41694 Dinkey Creek Rd.  
Shaver Lake, CA 93664

421 W. J St.  
Tehachapi, CA 93561

120 Woodland Dr.  
Wofford Heights, CA 93285

6999 Old Woman Springs Rd.  
Yucca Valley, CA 92284

Customers with Internet access may view and download SCE's Application and related exhibits it on SCE's website, [www.sce.com/applications](http://www.sce.com/applications) (type "A.14-11-007" into the Search box and click "Go"). Anyone who would like to obtain more information about the application, please write to:

Southern California Edison Company  
SCE's 2015-2017 ESA & CARE Application (A.14-11-007)  
P.O. Box 800  
2244 Walnut Grove Avenue  
Rosemead, CA 91770  
Attention: Law Dept. – Case Administration

## **STAY INFORMED**

If you would like to follow this proceeding, or any other issue before the CPUC, you may use the CPUC's free subscription service. Sign up at: <http://subscribecpuc.cpuc.ca.gov/>.

If you would like to learn how you can participate in the proceeding, or if you have informal comments or questions about the CPUC processes, you may access the CPUC's PAO webpage at [www.cpuc.ca.gov/puc](http://www.cpuc.ca.gov/puc) and click on "Public Advisor" from the CPUC Information Menu. You may also contact the PAO as follows:

Write: CPUC Public Advisor's Office, Room 2103  
505 Van Ness Avenue  
San Francisco, CA 94102

Email: [public.advisor@cpuc.ca.gov](mailto:public.advisor@cpuc.ca.gov)

Phone: 1-866-849-8390 (toll-free) or 1-415-703-2074

TTY: 1-866-836-7825 (toll-free) or 1-415-703-5282

Please reference SCE Application No. A.14-11-007 in any communications you have with the CPUC regarding this matter. All public comments will become part of the public correspondence file for this proceeding and made available for review for the assigned Judge, the Commissioners, and appropriate CPUC staff.

**Exhibit C**

**DECLARATION OF VICTORIA MAY DATED JUNE 29, 2015**

**BEFORE THE PUBLIC UTILITIES COMMISSION OF THE  
STATE OF CALIFORNIA**

Application Of Southern California Edison  
Company (U 338-E) For Approval Of Its Charge  
Ready and Market Education Programs.

Application 14-10-014  
(Filed October 30, 2014)

**DECLARATION OF VICTORIA MAY**

I, Victoria May, declare as follows:

1. I am employed by Southern California Edison Company (SCE) in SCE's Consumer Affairs Department.
2. In that capacity, I am responsible for SCE's compliance with the portion of the public notice requirements dealing with the public posting of the notice of evidentiary hearings in SCE's local business offices.
3. On or about June 12, 2015, I directed the representatives for each of SCE's 12 local business offices to publicly post the Notice of Evidentiary Hearings in Phase 1 of SCE's Charge Ready and Market Education Programs Application Proceeding, A.14-10-014, in each office.
4. A sample of the Notice as posted in SCE local business offices is attached hereto as "Attachment 1."
5. Additionally, I subsequently received the sworn affidavits of posting from representatives of each SCE local business office. SCE will maintain the original affidavits of posting provided by SCE local business office, and shall make them available to any person upon request.

6. I declare under penalty of perjury that the foregoing is true.

Executed on June 29, 2015, in Rosemead, California.

*/s/ Victoria May*  
By: Victoria May

**Attachment 1**

**SAMPLE OF NOTICE AS POSTED IN SCE LOCAL BUSINESS OFFICES**



Los usuarios con acceso al Internet podrán leer y descargar esta notificación en español en el sitio Web de SCE [www.sce.com/avisos](http://www.sce.com/avisos) o escriba a:

Southern California Edison Company  
P.O. Box 800  
2244 Walnut Grove Avenue Rosemead, CA 91770  
Atención: Comunicaciones Corporativas

**NOTICE OF EVIDENTIARY HEARINGS REGARDING THE PILOT PHASE OF  
SOUTHERN CALIFORNIA EDISON COMPANY'S PROPOSAL FOR CHARGE  
READY AND MARKET EDUCATION PROGRAMS**

**APPLICATION (A.) 14-10-014**

**PROPOSAL TO INCREASE ELECTRIC RATES**

**Monday, June 22, 2015, through Friday, June 26, 2015**

**10:00 A.M.**

**CPUC Hearing Room, 505 Van Ness Avenue  
San Francisco, CA 94102**

The California Public Utilities Commission (CPUC) is currently reviewing Southern California Edison Company's (SCE) request to increase rates for issues related to the pilot phase of its Charge Ready and Market Education Programs. Evidentiary Hearings (EHs) are scheduled for the dates, times, and location shown above.

Any changes to the dates, times, and locations of the EHs will be posted to the CPUC's Daily Calendar, which is accessible on the CPUC website at [www.cpuc.ca.gov](http://www.cpuc.ca.gov). The hearing location is wheelchair accessible. Any participant needing a language or Sign interpreter, or other special assistance, should contact the CPUC's Public Advisor's Office (PAO) at the address listed at the bottom of this notice at least five days in advance of the hearing date.

**INFORMATION ABOUT SCE'S PROPOSAL**

On October 30, 2014, SCE submitted an application to the CPUC for approval of its proposed Charge Ready and Market Education Programs, which includes a pilot phase (Phase 1). If this pilot phase is approved, SCE will recover the program costs through electric rates. SCE's estimate of the total cost of this pilot phase is \$22 million in 2015, which will result in a 0.03% system wide average rate increase compared to August 2014 rates.

Through this proposed program, SCE will encourage business customers to add charging stations to their property by providing the supporting electric infrastructure needed. SCE will offer

customers a rebate for purchasing the charging stations. SCE will own and maintain the supporting electrical infrastructure. Customers will choose, own, operate, and maintain the charging stations. SCE's proposed Charge Ready program aims to support the deployment of charging installations efficiently by factoring in the location, design and construction costs to maintain reasonable fees.

In this application, SCE is proposing to implement a two-phase Charge Ready program and an electric vehicle (EV) Market Education campaign. Phase 1 would be a one-year pilot to deploy up to 1,500 charging stations, and would also include an introductory market education program. Phase 2 would include deployment of additional charging stations to bring the total up to 30,000 over five years, and expand the market education and outreach campaign.

SCE's proposed Charge Ready program is integral to developing the charging infrastructure required to increase EV usage to help meet California's greenhouse gas (GHG), climate, air quality and petroleum reduction goals and objectives by 2020. The Charge Ready program will expand the EV charging infrastructure and aims to improve customer awareness.

### **EVIDENTIARY HEARINGS**

At these EHs the assigned Administrative Law Judge (Judge) will receive the testimony of representatives from SCE, as well as consumer advocacy groups, and all other parties to this proceeding. These hearings are open to the public, but only those who are parties to the proceeding may present evidence, testimony, and be subject to cross-examination. The hearings and documents submitted during the proceeding become part of the formal record that the Judge relies upon in writing a proposed decision to present to the Commissioners for their consideration.

After considering all proposals and evidence presented during the formal hearing process, the assigned Judge will issue a proposed decision which may adopt SCE's proposal, modify it, or deny it. Any CPUC Commissioner may sponsor an alternate decision. The proposed decision, and any alternate decisions, will be discussed and voted upon at a scheduled CPUC Voting Meeting.

As a party of record, the Office of Ratepayer Advocates (ORA) has reviewed SCE's Application. ORA is the independent consumer advocate within the CPUC with a legislative mandate to represent investor-owned utility customers to obtain the lowest possible rate for service consistent with reliable and safe service levels. ORA has a multi-disciplinary staff with expertise in economics, finance, accounting and engineering. Other parties of record will also participate in the CPUC's proceeding to consider this application. For more information about ORA, please call (415) 703-1584, e-mail [ora@cpuc.ca.gov](mailto:ora@cpuc.ca.gov), or visit ORA's website at [www.ora.ca.gov](http://www.ora.ca.gov).

### **FOR FURTHER INFORMATION FROM SCE**

You may review a copy of this application and related exhibits at SCE's corporate headquarters (2244 Walnut Grove Avenue, Rosemead, CA 91770).

Customers with Internet access may view and download SCE's application and related exhibits on SCE's website, [www.sce.com/applications](http://www.sce.com/applications) (type "A.14-10-014" into the Search box and click "Go").

For more information about the application, please write to:

Southern California Edison Company

SCE's Charge Ready Application (A.14-10-014)

P.O. Box 800

2244 Walnut Grove Avenue

Rosemead, CA 91770

Attention: Law Dept. – Case Administration

Or e-mail [case.admin@sce.com](mailto:case.admin@sce.com) (be sure to include SCE's Application Number A.14-10-014 in the Subject Line of the e-mail).

### **STAY INFORMED**

If you would like to follow this proceeding, or any other issue before the CPUC, you may use the CPUC's free subscription service. Sign up at: <http://subscribecpuc.cpuc.ca.gov/>.

If you would like to learn how you can participate in the proceeding, or if you have informal comments or questions about the CPUC processes, you may access the CPUC's PAO webpage at [www.cpuc.ca.gov/puc](http://www.cpuc.ca.gov/puc) and click on "Public Advisor" from the CPUC Information Menu. You may also contact the PAO as follows:

Write: CPUC Public Advisor's Office, Room 2103  
505 Van Ness Avenue  
San Francisco, CA 94102

Email: [public.advisor@cpuc.ca.gov](mailto:public.advisor@cpuc.ca.gov)

Phone: 1-866-849-8390 (toll-free) or 1-415-703-2074

TTY: 1-866-836-7825 (toll-free) or 1-415-703-5282

Please reference SCE Application No. A.14-10-014 in any communications you have with the CPUC regarding this matter. All public comments will become part of the public correspondence file for this proceeding and made available for review by the assigned Judge, the Commissioners, and appropriate CPUC staff.